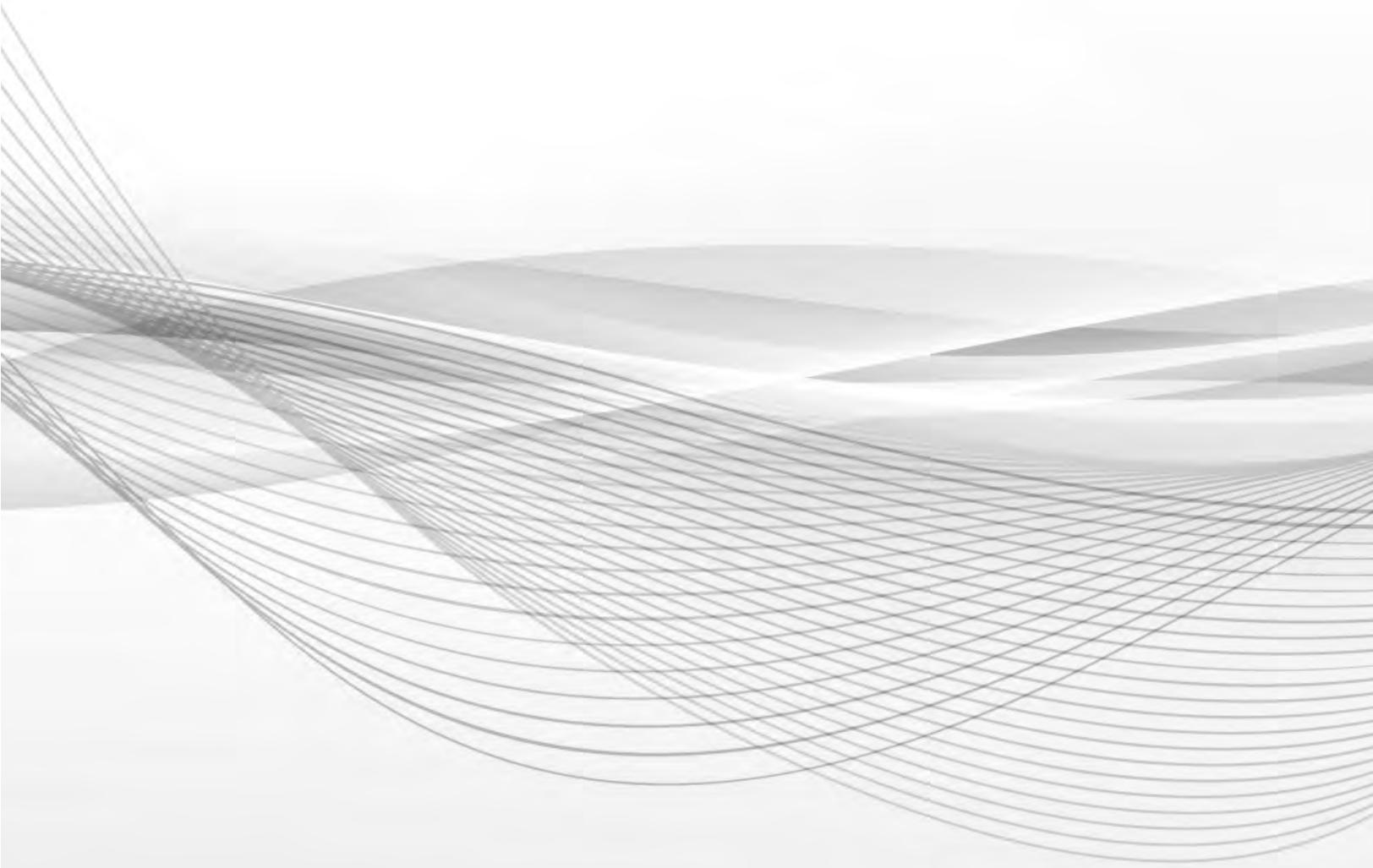


HOW TO BUILD A MULTI-MILLION DOLLAR BUSINESS

Your Step-by-Step Marketing Roadmap

How We Help You Write Persuasive Marketing



HOW WE HELP YOU WRITE PERSUASIVE MARKETING

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INTRODUCTION

This presentation is going to start you on your journey to learning the insider secrets that will allow you to out-market and out-sell your competition. This is literally your first step toward helping you create competition-crushing marketing.

In this presentation, we're going to teach you the secrets to persuasive marketing, and how you can use it to influence your prospects to buy what you sell. The business owner who understands how to create messages, ads and marketing collateral that follows a persuasion format can literally gain the ability to dominate their market.

Assume for a moment that you're a brand new real estate agent. Your broker has just purchased a revolutionary new social media marketing campaign that allows you as an agent to guarantee to your sellers that you can sell their home within 29 days, and you can guarantee that in writing. If you fail to sell their home within that time frame, they don't pay any commission when their home is sold.

Unfortunately, as a new agent, you have no money, no leads and no sales. You need to generate some prospects quickly and get revenue coming in the door. The really bad thing is you have no money to market your services, to either buyers or sellers. So as a new agent, what can you do?

Well, what about attending targeted networking events? What if you could attend specific events where prospective real estate buyers and sellers would be attending? Most networking events cost little to nothing to attend, and yet with a persuasive message, could prove to be highly productive.

NOTES: *(click below to add)*

INTRODUCTION

However, at a networking event, you only have a few seconds to grab the attention of each prospect and get them engaged in what you do. Simply telling real estate buyers that you can help them find the perfect home, or telling sellers that you can help them find a dream deal, generally won't produce the desired results. These types of messages simply aren't persuasive enough.

Previously, we taught you our proven and tested process for creating a highly compelling elevator pitch. What if we used that process here? What if our real estate agent followed that format and created a compelling elevator pitch for both buyers and sellers?

So think about a networking event. The very first thing someone says to you when you first meet is "hi, what do you do?" This is the exact moment you need a 10 second elevator pitch that uses persuasion marketing techniques so you instantly grab the attention of the person you're speaking with and compel them to want to know more about what you do.

When our real estate agent hears those words from a prospective buyer, such as a real estate investor, what if they responded by saying this?

"I help savvy real estate investors take full advantage of the current drop in real estate values by showing them how to acquire multimillion dollar homes for no money down and add millions to their net worth overnight."

Now c'mon, if you were a real estate investor looking to buy real estate, do you think that little 10 second blurb would have you jumping out of your skin to want to know more?

NOTES: *(click below to add)*

INTRODUCTION

If our agent was speaking to a prospective seller, when asked what do you do, what if they said,

“I help frustrated homeowners who are struggling to sell their homes in these financially troubling times to sell their home in 29 days or less and for top dollar, guaranteed.”

Both of these messages follow what we call a persuasion marketing formula, and this presentation will reveal the hidden secrets behind that formula so you can apply it to your business from now on.

NOTES: *(click below to add)*

PERSUASION MARKETING



Persuasion Marketing is simply organizing the buying and selling processes so you can present compelling information about your product or service that will persuade your prospects to take a specific action. All marketing should *inform* and *persuade* your prospects.

With Persuasion Marketing, you strive to be successful in addressing the wants and needs of all prospects in such a way that you continue to move them through their various stages of decision-making.

NOTES: *(click below to add)*



PERSUASION MARKETING

The problem is that today, these so-called “marketing experts” are teaching business owners all sorts of tips, tricks, tools, and gimmicks designed to help them convert a prospect into a client. But here’s the problem, most of them no longer work. Prospects have “wised-up” to the trickery. They have become jaded, skeptical and distrustful.

In an age where fiber optics now dominates the world of communication, absolutely no one believes that you only have 100 phone lines available for your teleseminar. When information products are downloaded from a landing page and contain a multitude of electronic products, then how can you have only 25 copies left?

Prospects have learned how to play the game the hard way. They’ve all been duped by these gimmicks and tricks in the past, and they’ve elected to no longer play. That’s not to say that exclusivity and scarcity no longer work, they just no longer work using the same tired tactics that have been employed for years. Smart business owners must start thinking outside the box.

NOTES: *(click below to add)*



MARKET YOUR BUSINESS THE RIGHT WAY

This presentation is going to teach you how to market the correct way by giving you a process that proves to your prospects that your business, and your business alone, provides the ultimate value for the price your prospects pay.

For example, several large surveys show that most people believe a logical discussion, coupled with good data and the right logical supporting facts, are the best ways to persuade a prospect to buy what you sell. Often, they break the persuasion process down to three main steps:

1. Present your proposition clearly and with conviction.
2. Present your supporting data with the right facts, logic and information.
3. Structure your “deals” and move on to the close.

NOTES: *(click below to add)*



But according to Dr. Jay Conger, Director of the Leadership Institute at the University of Southern California Business School, “Following this process is one surefire way to fail at persuasion. Why? Neuroscientists have recently discovered that the brain waves we emit when we engage in logical thinking are virtually identical to those we emit when we’re forced to plunge our hands and arms into ice water. It’s painful!

Furthermore, these researchers have determined that our brains require 300 percent more effort—measured in calories burned—for heavy thinking, compared with “mental cruising.”

No wonder people hate a logical, reasoned approach! Luckily for us, our brains are hard-wired with mechanisms that help us make good decisions without painstaking analysis and reasoning. These mechanisms are known as triggers, but you can also think of them as “hot buttons.” Essentially, they’re the decision-making shortcuts we easily and naturally employ all day long. They are our automatic self-guidance systems. We often don’t even realize we’re using them!

Put simply hot buttons are our navigational aids. They help us make easy, non-analytical, yet correct decisions. There are seven major persuasion elements we all depend on to help us easily make quick, automatic and right decisions. One example is the consistency trigger.

NOTES: *(click below to add)*



Here's how it works. We have a kind of database in our brain that records past thoughts and actions. This database provides a sort of roadmap for future decisions. When faced with a new decision, our brain does an instantaneous search for similar past decisions, and we're oriented to act in a way that's consistent with our past actions.

In short, we do what we've done before. A citizen who's voted for the conservative slate in the past will usually do so again, without bothering to seriously analyze the rhetoric of all the candidates running. Spenders make decisions to keep spending; savers tend to decide again and again to save. Cautious people take careful actions, risk tolerant people do not.

That's not to say that logic has no place in decision-making. But logic tends to come later, AFTER the decision-maker has responded to his or her internal triggers. For example, when people are in the market for a house, they're often attracted to one that "feels right." Maybe it reminds them of a place where they used to live. Later, when they're discussing the house with others, they'll talk about more logical aspects, the great neighborhood, easy access to the highway, a good school system, and so on.

Now, what does this mean for you, the business owner who is in the role of persuader? Knowledgeable persuaders don't force persuasion partners into icy water! Skilled business owners don't demand 300% more energy for decisions by their prospects. They help their prospects make good decisions by learning what they want, doing the heavy thinking for them and then determining how to position the discussion to create an emotional reaction.

NOTES: *(click below to add)*



Skilled persuaders evaluate which of the seven triggers will apply to another person. Then they carefully frame and deliver a presentation based on those triggers. They use facts and figures only when needed to support a hot button based decision.

An example: A sales rep recently spoke with a client who boasted that his company was successful because he was able to make and implement decisions quickly. Being well versed in persuasion techniques, this astute sales rep wrapped up her presentation to this CEO by saying, “Charlie, you mentioned that you like to make quick decisions—will that be the case here?” Essentially, the rep set up a prime situation for the consistency trigger to operate. The CEO had to be consistent with his prior statement, and the consistency trigger resulted in a handshake and a \$50,000 profit to the sales rep!

What’s great is that this formula is fundamental. Hit the right hot buttons to engage the prospect’s navigation system for making correct decisions. Use facts, figures, and logic only when needed to reinforce their hot button based decision. And enjoy the end result as you have now emotionally engaged the prospect with a compelling and persuasive reason to buy what you sell.

Once you master persuasion marketing, you will have the unprecedented ability to attract more clients, attract them with greater frequency, at a lower cost, and with total and complete confidence and certainty.

NOTES: *(click below to add)*

UNDERSTAND THE 7 FUNDAMENTALS OF HUMAN BEHAVIOR



So why is Persuasion Marketing so important today? Well, for any business owner to become successful today, they must provide their prospects with an **ex-perience** focused on seven very basic fundamentals. Fail to do this and you will never build the business of your dreams.

Let's quickly discuss these fundamentals. It's critical that you commit these to memory and remember them for the rest of your life as a business owner. They're based on fundamental human nature, and will be as applicable 500 years from now as they were 500 years ago.

NOTES: *(click below to add)*



UNDERSTAND THE 7 FUNDAMENTALS OF HUMAN BEHAVIOR

FUNDAMENTAL #1 - EVERYONE WANTS THE “BEST DEAL”

Your prospects, no matter who they are or what it is they’re buying, always want the best deal. That doesn’t mean the lowest price, it means the most value for the price they pay. They will gladly pay twice the price, as long as they perceive they’re receiving four times the value when they compare it to the price.

The key words here of course are “perceived value.” So what exactly do prospects value? They value finding the solution to their biggest problem, frustration, fear or concern. And that brings us to,

FUNDAMENTAL #2 - ALWAYS MARKET TO THE NEGATIVE

Never forget that the vast majority of human beings will do anything to avoid pain, but very little to gain pleasure. One of the biggest mistakes I see business owners make every day is they try to market to the positive, and avoid the negative like the plague. That’s the worst thing they can possibly do.

Chiropractors keep trying to market wellness to their prospects. Prospects don’t care about wellness, they care about feeling pain. They care about the fact that they can’t stand up without excruciating pain shooting down their spine. That’s what they will respond to when it comes to marketing.

Prospects don’t want to lose weight in order to feel better and regain their health. They want to lose weight because their doctor told them if they don’t, they won’t live another five years, or they hate the way they look, or the way they’re treated, or the fact that their self-esteem has been damaged. Show them the solution to these so-called “hot button” issues, and they will buy from you forever.

NOTES: *(click below to add)*



UNDERSTAND THE 7 FUNDAMENTALS OF HUMAN BEHAVIOR

FUNDAMENTAL #3 - PROSPECTS BUY BASED ON EMOTION

This is a big one. Human beings make buying decisions based mostly on emotion. They only use logic to justify their purchase. This ties in directly with marketing to the negative. Prospects either want out of pain or they want to avoid pain, and that resonates with them emotionally.

If you were a child psychologist who specialized in helping parents with emotionally disturbed and out-of-control kids, which of the following headlines in an ad would immediately grab your attention? The one that says “I can help you rediscover the joy and happiness your family deserves?” Or, “Would you like a 5 minute solution that will end the yelling, screaming and belligerent attitude of your child forever?”

That’s kind of a no-brainer, isn’t it? Market to the negative, and make it as emotionally compelling as possible. Hit your prospects squarely in their hot buttons, and you automatically make an emotional connection.

FUNDAMENTAL #4 - MAKE YOUR BUSINESS “UNIQUE”

One of the biggest problems business owners face when trying to make that emotional connection is that different prospects have different hot buttons. That’s why it’s critical that you separate your business from your competition. You must find a way to stand out from the crowd. The best way to do this is to create a “niche” market for your business. That means your business has to stop trying to be everything to everyone.

NOTES: *(click below to add)*



UNDERSTAND THE 7 FUNDAMENTALS OF HUMAN BEHAVIOR

If you were a left handed, blond haired, blue eyed golfer with a horrendous slice, and you decided to seek professional help to improve your golf game, who would you call? The professional with the ad in the paper that says I help golfers improve their golf game. Or the pro with the ad that says I help left handed, blond haired, blue eyed golfers with horrendous slices get rid of their slice permanently within 3 days or you don't pay.

That's what we call a "niche" market, and you will attract every prospect within that niche because you offer what they WANT, not what they need. When you try to be everything to everyone, you're nothing to no one. When you select a niche market, a niche based on your passion for what you do, you instantly become "unique," since your competition is trying to be all things to all people.

Prospects are looking for the expert. They demand the best. Positioning your business into its own niche market positions you as that expert. It's a concept known as preeminence, and it begins to create value for what you do. And speaking of value,

FUNDAMENTAL #5 - CREATE "EXTRAORDINARY VALUE"

Have you ever shopped for something and found yourself looking for the lowest price? Ever wonder why? As we stated earlier, all human beings, no matter who we are or what we do, we all want the best deal. But what is the "best deal?" Is it really the lowest price?

NOTES: *(click below to add)*



UNDERSTAND THE 7 FUNDAMENTALS OF HUMAN BEHAVIOR

There's that old saying that you get what you pay for. Would I shock you if I told you that your prospects could care less about price? They shop price because they're forced to. Let me explain. What prospects really want is the best "value" for the price they pay. They're more than willing to pay double the price if they perceive that you're giving them four times the value. Now they know they're getting the "best deal."

So then why does price seem to matter so often? It's because so few businesses are actually "unique." They all look the same, and they all say the exact same things. They say things like "we're the best, we have the lowest prices, the highest quality, the best selection, the most convenient hours and locations and we've been in business since 1431 B.C."

We call these platitudes, and they mean absolutely nothing to your prospects. That's because everything just mentioned was about the business, and your prospects don't care one bit your business. All prospects care about is themselves. They want to know how they will benefit from what you sell. How will their life improve if they purchase your product or service?

If what you sell solves a problem in their life, or if it removes a major frustration, fear or concern, then they see your product or service as "valuable." Again, we call these problems, frustrations, fears and concerns "hot buttons."

NOTES: *(click below to add)*



UNDERSTAND THE 7 FUNDAMENTALS OF HUMAN BEHAVIOR

So after you select your niche market, you must find out what the “hot buttons” are for that niche market. And then ask yourself openly and honestly if your business offers a solution for those hot buttons. If you don’t, you need to “innovate” and create a solution. If you do offer a solution, is it unique, meaning is it really different from your competition, and does it offer extraordinary value? Or is it the exact same solution your competition offers?

If it is, then you and your competition are doomed to forever compete on price. You must “innovate” your business to create a unique, extraordinary solution that separates your business from all competitors. You see, there’s no magic involved in selling. All you have to do is find out what your prospects really “want,” and then give it to them.

Prospects love to buy, but they hate to be sold to. When you know and understand exactly what they want, and then you innovate your business to give them what they want, you make your business the obvious choice for them to buy from. They want to buy what you sell, and don’t need to be sold on anything.

Your job as the business owner is to make sure your business offers them exactly what they want, and that means positioning yourself in a niche market, and then innovating your business to give that niche exactly what they’re looking for. That creates “extraordinary value.”

NOTES: *(click below to add)*



UNDERSTAND THE 7 FUNDAMENTALS OF HUMAN BEHAVIOR

FUNDAMENTAL #6 - BE ABLE TO COMMUNICATE YOUR UNIQUENESS AND EXTRAORDINARY VALUE

You must create a highly targeted, laser-focused message aimed specifically at the prospects in your niche market so you can tell them you have exactly what they want. We refer to this message as your “elevator pitch.” It’s basically a ten to thirty second mini-commercial for your business. We often refer to this as your “million dollar message.”

That’s what you can make when you get this right. We have had clients in the past that went from five figure annual incomes to six figure monthly incomes within sixty days of developing their highly compelling elevator pitch. But again, that pitch has to highlight the way you overcome their hot buttons in a unique way that offers extraordinary value. When you say your elevator pitch to a prospect, and they respond by saying “how do you do that?” then you know you have a terrific elevator pitch.

FUNDAMENTAL #7 - PROSPECTS BUY WHAT THEY WANT, NOT WHAT THEY NEED

This is another big one to never forget. This one ties back to the fact that prospects buy based on emotion and they only use logic to justify their purchase. When you “need” something, you’re drawing a logical conclusion. The problem is this. Prospects may or may not buy what they “need”, but they always buy what they “want.” Where needs are based on logic, “wants” are based on emotion. Here’s an example.

NOTES: *(click below to add)*



UNDERSTAND THE 7 FUNDAMENTALS OF HUMAN BEHAVIOR

You look at your 3 year old car and notice the tires are almost worn slick. So logically you say to yourself, oh no, I need new tires. Oh heck, they'll last a few more months. Even though you need new tires, you don't want them. Why? They're not cheap to replace, it's inconvenient for you to take the time to hunt for the best deal on tires, then you have to make an appointment to have them changed, and then there's the inconvenience of having to have it done while you wait two hours for the work to be completed. In short, it's a hassle.

Now consider this scenario. You just purchased a brand new car, and as you're leaving the dealership, you see the same car you just bought with a new style of tire on it that really compliments the car. In fact, it doubles the beauty of the car. You "want" those tires.

Even though they're twice as expensive as the ones you have already purchased, and the hassle factor is the same as the first scenario, you WANT those tires, and so you will have them. The first situation involved logic, and the second situation involved emotion. So never forget that prospects buy what they want, not what they need. It all goes back to emotion. If you can create marketing messages that hit these major fundamentals, you will absolutely dominate your competition.

NOTES: *(click below to add)*



UNDERSTAND THE 7 FUNDAMENTALS OF HUMAN BEHAVIOR

So as a quick review, the seven fundamental human behaviors to focus on that will help you create persuasive marketing are:

FUNDAMENTAL #1 - EVERYONE WANTS THE “BEST DEAL.”

FUNDAMENTAL #2 - ALWAYS MARKET TO THE NEGATIVE.

FUNDAMENTAL #3 - CREATE “EXTRAORDINARY VALUE.

FUNDAMENTAL #4 - BE ABLE TO COMMUNICATE YOUR UNIQUENESS AND EXTRAORDINARY VALUE.

FUNDAMENTAL #5 - PROSPECTS BUY WHAT THEY WANT, NOT WHAT THEY NEED.

NOTES: *(click below to add)*

USE THESE FUNDAMENTALS TO CREATE PERSUASIVE MARKETING



To make this really simple, remember this one important fact. Marketing is a science. And like everything in science, there's a very simple equation that, when followed, will always produce the right result. That equation is known as the Marketing Equation.

The Marketing Equation can be broken down into four basic components: Interrupt, Engage, Educate and Offer. It's based on one of the oldest and most durable models known because it helps business owner's appeal to consumers' emotional and social wants and needs. Let me explain why this equation is so important for business owners to fully understand.

NOTES: *(click below to add)*



For your marketing message to be effective, you must sharpen the focus of your message to ensure that you actually reach your prospect’s mind, and that you do so with enough impact that he or she will pick up the phone, walk into the store, or go to the web site and get involved with your business.

But here’s the problem: your prospects are swimming, drowning, suffocating in marketing messages. We all are. Today, we live in a media-saturated world where we’re endlessly exposed to a constant barrage of advertising messages from the moment we wake up to the time we go to bed.

From television and radio, our morning newspaper and favorite magazines, our e-mail inboxes and the web sites we visit, on billboards, subway signage and park benches, messages claw at our eyes and ears for attention around the clock. Now we even find ads on fruit in the supermarket, corporate signage on secluded nature trails and marketing pamphlets promoting products in dental and medical offices. And that flood of marketing messages is only going to continue to grow.

Because they’re inundated with marketing messages, your prospects will filter most of these messages right out of their conscious thought—unless one happens to hit them squarely on their hot button.

You have to put time and effort into investigating exactly who your prospects are, what their most pressing want is, and how your business fulfills that want. That’s why you always begin with a Target Customer Profile, and then understand their thought process.

NOTES: *(click below to add)*



Once you know who is buying what you sell, and how they make a decision to buy, your marketing message must hit a resounding bull's-eye on your target customer's hot button by using a highly targeted and strategically placed message that will compel him or her to buy, or at least, to take the next step.

For any type of marketing to work, it **MUST** do three things. It **MUST** grab the reader's attention, it **MUST** facilitate the prospect's information gathering & decision making process, and it **MUST** provide a specific, low risk, easy to take action that helps them make a good decision.

Why are these 3 steps so important? Let's go through them. First, all marketing must grab the prospect's attention. If it doesn't, it's worthless, they'll never read, watch or listen to the rest of your ad. That means you must have a great headline if the ad is in print. If it's on the radio, the headline is the first thing they hear, if it's on TV, the headline is the first thing they see and hear.

Second, we just discussed that every prospect, no matter who they are or what they buy, is always looking for the best deal. That doesn't mean lowest price, it means the most value for the price they pay. In order to know if something is the best deal, they must have decision making information.

Your marketing **MUST** help the prospect gather information that aids them in their decision making process. That's why you must develop a client profile and map out your prospects thought process. Without these fundamentals in place, you won't know the right information to provide them with.

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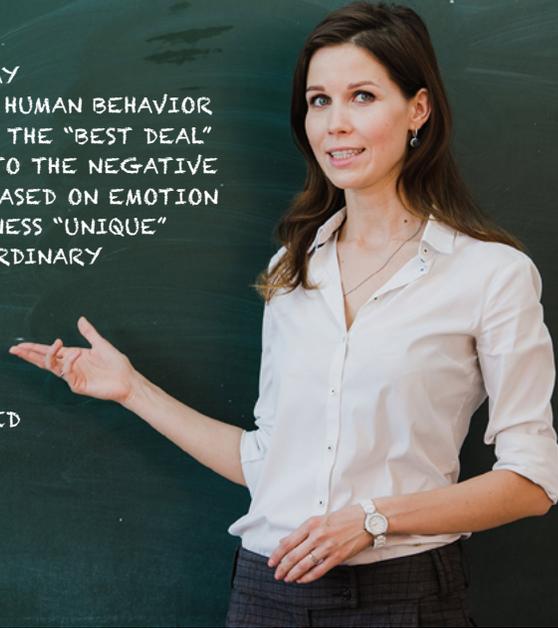
And third, your marketing must contain a low, or better yet, no risk offer to further facilitate the prospects decision making process. You have to give them a compelling, yet safe way to take the next step. Note that this “next step” may not necessarily be to plunk down their credit card then and there and buy your product or service.

It may be to pick up the phone to make an appointment so they can learn more, to order a free trial, or to visit a retail location. Whatever it is, what you want is a concrete action step that gets your prospect actively involved with your business. These three principles must always be present if your marketing is going to be effective.

NOTES: *(click below to add)*

RECAP

- * INTRODUCTION
- * PERSUASION MARKETING
- * MARKET YOUR BUSINESS THE RIGHT WAY
 - UNDERSTAND THE 7 FUNDAMENTALS OF HUMAN BEHAVIOR
 - FUNDAMENTAL #1 - EVERYONE WANTS THE "BEST DEAL"
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 - FUNDAMENTAL #7 - PROSPECTS BUY WHAT THEY WANT, NOT WHAT THEY NEED
- * USE THESE FUNDAMENTALS TO CREATE PERSUASIVE MARKETING



Persuasive marketing is a process, NOT an event. Your competition is treating it as an event. They send out a postcard or build a website and then sit back and wonder why their phone isn't ringing or no one is visiting their website. There's simply more to marketing these days than just "getting your name out there."

You now know the process, and you have the marketing equation to guide you through it. If you act on this information, you should see a dramatic increase in the number of leads you begin to generate, the number of clients you begin to attract, and the amount of money you see accumulating on your bottom line.

NOTES: *(click below to add)*



I can also promise you this. Your competition isn't doing any of this. If you take action right now, you will position yourself and your business so far ahead of the curve, they won't know what has hit them. You will be positioning your business as the obvious choice for any prospect interested in what you sell to do business with you, and you alone.

You will set your business up as the premier dominant force in your industry, and virtually no one will be able to compete with you again. You will simply offer so much additional value that, even if you charge double the price as your competition, your value will supersede the price and make buying from you a total no-brainer.

NOTES: *(click below to add)*

NEXT PRESENTATION



Next, we're going to go more in-depth with the Marketing Equation and how to apply it to every form of advertising you create. We'll help you to better grasp the concept of Interrupt, Engage, Educate and Offer and show you the tremendous power it can create when you use it properly. We'll continue to explain the secrets to creating compelling and persuasive marketing copy, as well as how to use visuals and videos to reinforce your marketing message.

Our overall focus is to help you continue to build the business you've always dreamed of having, a business that provides you with financial freedom and an extraordinary life for you and your family.

NOTES: *(click below to add)*



NEXT PRESENTATION

Remember that a primary goal in the E-Learning Marketing System is to help you quickly develop the processes that will bring more revenue into your business. Each presentation brings us closer to accomplishing that goal. So until next time, here's to your success.

NOTES: *(click below to add)*

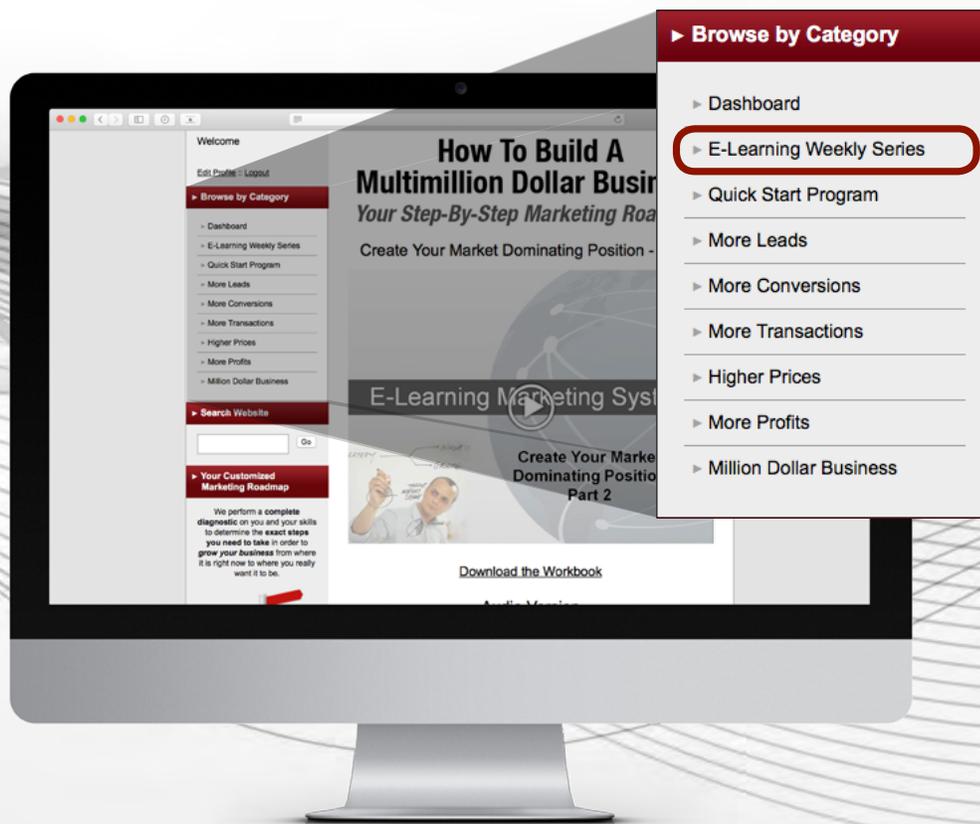
HOW TO BUILD A MULTI-MILLION DOLLAR BUSINESS

Your Step-by-Step Marketing Roadmap

WEEK #13

YOUR COMPANION VIDEO LESSON

HOW WE HELP YOU WRITE PERSUASIVE MARKETING



FIND ALL YOUR LESSONS IN THE *E-LEARNING WEEKLY SERIES* SECTION OF YOUR MEMBER SITE